

# FOCUS ON KING OF PRUSSIA



## A Year to Remember in King of Prussia

### *New Retailers, Restaurants and Events Keep KOP Energetic*

With over \$1B in economic development activity currently underway, a smoldering hot restaurant scene and thousands of new apartments, King of Prussia continued to thrive in 2017. Add to that a series of successful and engaging events presented by King of Prussia District (KOP-BID) and its partners, and you have a year to remember! Here's a round-up of KOP-BID's big events from 2017, and a taste of what's to come in 2018:

#### King of Prussia Beerfest Royale

The King of Prussia Mall parking lot was transformed into a beer lover's paradise as KOP-BID welcomed 3,200 attendees on October 5 and 7, 2017 for the 6th annual King of Prussia Beerfest Royale. Fifty-one brewers served up 100 beers, while the tunes of Philadelphia favorites Swift Technique and Nik Greeley and the Operators drifted through the air. King of Prussia's best and newest restaurants wowed the crowd with delicious treats throughout all sessions. Beerfest Royale is King of Prussia District's only fundraiser of the year, and all proceeds are used for physical improvement projects throughout KOP - like landscaped medians, signage and linear parks!

**SAVE THE DATE: October 4 & 6, 2018**

#### Trends Speaker Panel

On September 7, KOP-BID welcomed a sell out crowd of 180 business professionals for thought-provoking conversation, networking, and breakfast at the DoubleTree by Hilton Valley Forge. Attendees heard from a panel of industry experts including Leslie Richards, PA Secretary of Transportation; Jerry Sweeney, President and CEO of Brandywine Realty Trust; Dan Simons, Owner of Founding Farmers; Adam Sacks, President of Tourism Economics; and Peter Sikora, Development Manager of Bozzuto Development Company. Moderated by Stephen Mullin, President and Principal of Econsult Solutions, Inc, each expert shared insights into the state of their industries and offered perspectives about how trends might shape the future of suburban locations like King of Prussia.

**SAVE THE DATE: September 13, 2018**



#### Rock Your Lunch

KOP-BID's popular lunchtime summer concert series returned to the front lawn at Arkema in King of Prussia's business park for another rocking year. Each Thursday in June, employees and residents enjoyed free music, samples from some of King of Prussia's best restaurants, food trucks and yard games.

**SAVE THE DATE: Every Thursday in June 2018**



**Best Western PLUS**

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### King of Prussia

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## dineKOP

KOP-BID's popular dineKOP restaurant week returned March 6-12, 2017 for its most successful year to date. With 23 participating restaurants and thousands of customers taking part in the discounted lunch and dinner menus, dineKOP 2017 generated incredible media coverage and revenue for each restaurant. In its three years, dineKOP has raised \$37,000 for The Children's Hospital of Philadelphia's KOP Specialty Care Center.

**SAVE THE DATE: March 5-11, 2018**

For more information about events in King of Prussia, log on to [visitkop.com](http://visitkop.com). King of Prussia District (KOP-BID) is a 501(c)(3) not-for-profit, special services organization. KOP-BID engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous.



## FIRST TO MARKET:

### Retailers and Restaurants

Recognized around the world as one of the leading retail and dining destinations in the U.S., King of Prussia shows no signs of slowing down. With the recent expansion of the King of Prussia Mall and completion of King of Prussia Town Center, more than 100 new retailers and restaurants joined KOP in the past two years, with more coming soon in 2018. Many of the openings were the first to open in the U.S. or the East Coast, and some represented the first brick-and-mortar stores for traditionally online retailers.

### 2017 OPENING HIGHLIGHTS

- |                                |                           |
|--------------------------------|---------------------------|
| <u>Alex and Ani</u>            | <u>Ideal Image</u>        |
| <u>All Saints</u>              | <u>Mission BBQ</u>        |
| <u>Choolah</u>                 | <u>Mistral*</u>           |
| <u>Indian BBQ*</u>             | <u>Muse Paint Bar*</u>    |
| <u>Davio's Galleria</u>        | <u>NYX</u>                |
| <u>Duck Donuts*</u>            | <u>Tadashi Shoji*</u>     |
| <u>East Meets West</u>         | <u>Tiffin</u>             |
| <u>Founding Farmers*</u>       | <u>Tommy John**</u>       |
| <u>Ghurka*</u>                 | <u>True Food Kitchen*</u> |
| <u>The Habit Burger Grill*</u> | <u>Yard House*</u>        |

### COMING SOON

- |                       |   |
|-----------------------|---|
| <u>District Taco*</u> | <u>J. Alexander's</u>                   |
| <u>Eddie V's</u>      | <u>MidiCi the Neopolitan Pizza Co.*</u> |

\*First in PA \*\*First Brick & Mortar



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## iFLY Indoor Skydiving

When you come to iFLY get ready to be blown away — literally. It's thrilling. It's amazing. Experience the feeling of freefall as you float on a smooth wall-to-wall cushion of air. There's no parachute, no jumping, & nothing attaching you to planet Earth. It's just you FLYING in the air. The more you fly, the better you will become.

iFLY King of Prussia opened its' doors for their grand opening on April 15, 2016 and have been soaring off the charts with reservations ever since. Come and enjoy a two-hour interactive experience from start to finish! All packages, whether for an individual or group, include a training class with a certified IBA flight instructor, all gear rental (suit, helmet, goggles & earplugs), minimum of two flights per person, instructor air show which gives the term "Air Ninja" its' meaning, and a flight certificate upon com-

pletion. Some packages include a video for you to share with friends and family of your amazing experience, and photos/additional videos can be added as well. They also offer a variety of retail, from keychains and water bottles to shirts and hats.

But it doesn't stop there! iFLY King of Prussia hosts events of all sizes for birthdays, corporate events, social outings, bachelor/ette parties, Bar/Bat Mitzvahs, Boy/Girl Scouts, prom after parties, overnight lock-ins & more! School field trips are also made possible with their nationwide S.T.E.M. program.

Ever wonder what it would be like to be a superhero? Well iFLY can make that DREAM a REALITY! Super fun, super safe & super cool! Please call 610.595.4359 for additional information.



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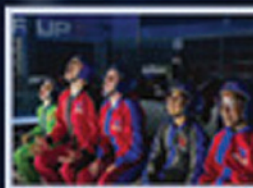
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